

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Donovan, et al. Art Unit : 3688  
Serial No. : 10/647,116 Examiner : Raquel Alvarez  
Filed : August 25, 2003 Conf. No. : 9849  
Title : METHOD AND SYSTEM FOR DYNAMIC TEXTUAL AD DISTRIBUTION  
VIA EMAIL

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT IN REPLY TO NON-FINAL OFFICE ACTION**  
**OF DECEMBER 3, 2009**